



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

Date: 8/9/2000

GAIN Report #CA0112

Canada

Promotion Opportunities

Wine and Spirits Shows

2000

Approved by:

Kathleen Wainio

U.S. Embassy

Prepared by:

Sarah Penich

Report Highlights:

This Wine and Spirits Shows report is one in a series of upcoming Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Food and Beverage Shows, Livestock Shows, Pet Shows, Poultry Shows, Nursery Product Shows and Wood Product Shows.

Includes PSD changes: No

Includes Trade Matrix: No

Unscheduled Report

Ottawa[CA1], CA

This Wine and Spirits Shows report is one in a series of upcoming Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Food and Beverage Shows, Livestock Shows, Pet Shows, Poultry Shows, Nursery Product Shows and Wood Product Shows.

Shows with USA Pavilions and FAS endorsement are highlighted by an asterisk. For further information on participation in these shows please contact the FAS office at the U.S. Embassy in Canada at agottawa@fas.usda.gov.

Wine and Spirits Shows

Alberta Liquor Store Association Annual Convention & Tradeshow

Apr, 2001

Capri Hotel, Red Deer, AB

Type of Show: Trade

Established: 1994

Objectives: To offer a liquor retailing exhibition and show for the industry.

Products Displayed: Beer, wine and spirits.

Attendance: 950

Exhibitors: 100

Net Space: 30,000 sq.ft.

Rates: Min. booth 10' x 10' Rates on request.

Show Manager: John Szmulas.

Show Producer: Alberta Liquor Store Association, 4990-92nd Ave., Ste. 107, Edmonton, AB T6B 2V4
Phone: (780) 463-7734. Fax: (780) 463-5280.

Port of Wine Festival

Nov 6-10, 2000

World Trade Centre, Halifax, NS

Type of Show: Trade & Consumer

Products Showcased: Wines from 13 countries, 274 varieties of red wines, white wines, sparkling wines.

Attractions: Seminars, wine tasting, "behind the scenes" of wine making

Attendance: 2,000

Exhibitors: Well over 100

Rates: By individual wines, \$160 per wine, 4wines - 6 ft table.

Show Manager: Peter Rockwell, Hector Saulnier

Show Producer: Nova Scotia Liquor Commission, 93 Chain Lake Drive, Bears Lake Business Park, Halifax, NS B3S 1A3. Phone: (902) 450-5932. Fax: (902) 450-1255 <http://www.nsliquor.ns.ca>.

Official Sponsor(s): Nova Scotia Port of Wines Festival.

Niagara Grape & Wine Festival's Annual Artisan & Craft Show and Sale

Sep 23-24, 2000

Montebello Park, St. Catharines, ON

Type of Show: Trade & Consumer

Established: 1975

Objectives: To provide a grape and wine festival to those in the industry as well as the general public.

Products Displayed: A variety of handcrafted items.

Attractions: Two parades, wine tastings and children's activity areas.

Attendance: 10,000

Exhibitors: 100

Net Space: 14,400 sq.ft.

Rates: Min. booth 12' x 12; \$150' \$125 (early-bird fee) - 1999 rate.

Show Manager: Gerry Ginsberg.

Show Producer: Niagara Grape & Wine Festival, 8 Church St., Ste. 100 St. Catharines, ON L2R 3B3 Phone: (905) 688-0212. Fax: (905) 68-2510 E-mail: vidal@niagarafest.on.ca
<http://www.niagarafest.on.ca>**Toronto Gourmet Food & Wine Expo**

Nov 17-19, 2000

South Building, Metro Toronto Convention Centre, Toronto, ON

*CAEM Member

Type of Show: Consumer

Established: 1995

Objectives: A show to introduce new and unique food and beverage products to the consumer and provide education for those interested in fine wines and gourmet cooking.

Products Displayed: Wines from around the world, gourmet food and accessories.

Attractions: Tutored tasting program, celebrity chefs, gourmet kitchen, on site LCBO outlet.

Attendance: 20,000

Exhibitors: 150

Net Space: 50,000 sq.ft

Rates: Min. booth 10'x 10' \$1,400.

Show Manager: Megan Perry.

Show Producer: Winexpo Productions Inc., 175 The West Mall, Toronto, ON M9C 1C2 Phone: (416) 620-0121. Fax: (416) 620-4299 E-mail: sales@wineexpo.ca <http://www.wine-expo.com>.

Official Service Contractor(s): Freeman Decorating Company.

Official Sponsor(s): Toronto Life.

Ottawa Wine and Food Festival

Nov 3-5, 2000

Ottawa Congress Centre, Ottawa, ON

Type of Show: Consumer

Established: 1985

Objectives: To provide a direct marketing opportunity by attracting middle and upper income consumers and the wine and food industry.

Products Displayed: Wine, other alcoholic beverages and food from around the world.

Attendance: 25,000

Exhibitors: 160

Net Space: 67,000 sq.ft.

Rates: Min. booth 10' x 10' \$1290.

Show Manager: Halina Player.

Show Producer: Player Expositions International, 225 Clemow Ave., Ottawa, ON K1S 2B5 Phone: (613) 567-6408. Fax: (613) 567-2718.

Official Service Contractor(s): P.M. Displays.

Future Dates: 2001 Nov 2-4—Ottawa, ON, Ottawa Congress Centre.

Toronto Wine & Cheese Show

Mar 12-14, 2001

International Centre, Mississauga, ON

Type of Show: Consumer

Established: 1984

Objectives: To provide an opportunity for consumers to sample and compare wines, beers, spirits and specialty foods from around the world, and a variety of government cuisines from a number of different restaurants.

Products Displayed: Canadian and imported wines, beer, liquor, cheeses and specialty foods, restaurant cuisines, accessories and services.

Attractions: Wine, beer, liquor, and food seminars, Cigar Lounge Demonstration, Kitchen and a Fine Wine Preview.

Attendance: 30,000

Exhibitors: 250

Net Space: 100,000 sq.ft.

Rates: Min. booth 10'x 10' \$1,500.

Show Manager: Ralph Weil.

Show Producer: MSP Shows Inc., 298 Sheppard Ave. E., Willowdale, ON M2N 3B1 Phone: (416) 229-2060. Fax: (416) 223-2826 E-mail: weil@meteorshows.com.

Official Service Contractor(s): Ainsworth Electric Co., GES Canada, Lounge Transportation & Storage.

SIAL Montréal (*USA Pavilion)

Mar 4-6, 2001

Palais des Congrès de Montréal, Montréal, QC

Attendance: 10,000 - 12,000

Exhibitors: 850

Net Space: 170,000 pi^2

Show Producer: IMEX Management Inc., 505 East Boulevard, Ste. 200 Charlotte, North Carolina 28203
USA Phone: (704) 365-0041. Fax: (704) 365-8426 E-mail: info@imexmgt.com.

Wine & Food Expo

June, 2001

Burlington Convention Centre, Burlington, ON

Type of Show: Consumer

Products Displayed: Wines

Attractions: Wine tasting

Exhibitors: 30-40

Show Manager: Kathy Sheddon

Show Producer: Kelly Alexander Communications, 3370 South Service Road Garden Level, Burlington, ON
L7N 3M6 Phone: (905) 634-7736.

World Wine Festival

Oct 30-Nov 5, 2000

Delta Deasejour, Moncton, NB

Type of Show: Trade & Consumer

Products Displayed: Fine wines

Attendance: Over 5,000

Exhibitors: Over 30

Rates: Min. booth 10' x 10' \$250, \$200 for extras.

Show Manager: George Wybouw

Show Producer: George Wybouw, 102 Ammon Rd., Ammon, NB E1G 3P1 Phone: (506) 859-4133.

Future Dates: 2001 Nov 12-18

2002 Nov 10-17

The Canadian Food & Beverage Show (*USA Pavilion)

Feb 18-20, 2001

International Centre, Mississauga, ON

*CAEM Member

Type of Show: Trade

Established: 1987

Objectives: To promote food and beverage products to the foodservice industry.

Products Displayed: Variety of food and beverage products for the hospitality industry.

Attendance: 10,700

Exhibitors: 350

Net Space: 65,500 sq.ft.

Rates: Min. booth 10' x 10' \$14.40/sq.ft.

Show Manager: Pawla Lunney.

Show Producer: Canadian Restaurant & Foodservices Association, 316 Bloor St. W., Toronto, ON M5S 1W5 Phone: (416) 923-8416. Fax: (416) 923-1450 1-800-387-5649 E-mail: plunney@crfa.ca <http://www.ofbshow.com>.

Official Service Contractor(s): Freeman Decorating Company.

Rocky Mountain Wine & Food Festival

Oct 12-14, 2000

Stampede Park, Calgary, AB

Type of Show: Consumer

Products Showcased: Canadian whiskey, Canadian wines, various Canadian alcoholic products.

Attractions: Hourly seminars and demonstrations on food and alcoholic products, coffee blend education.

Attendance: 10,000

Exhibitors: 80

Net Space: 50,000 sq.ft.

Rates: \$950 for 100 sq.ft.

Show Manager: Michael MacDougall

Show Producer: Michael MacDougall, 100, 1039 17th Ave. SW, Calgary, AB T2T 0B2. Phone: (403) 714-0384. Fax: (403) 270-7172.

Official Service Contractor(s): Stampede Display.

Sante Wine Festival

May 3-6, 2001

Bloor-Yorkville Area, Toronto, ON

Type of Show: Trade & Consumer

Products Showcased: Wines

Attractions: 75 wineries, wine tastings, dinners, meet the winemakers, lifestyle events, Sip Saver events.

Attendance: 5,000

Exhibitors: 75

Show Manager: Susan Puff

Show Producer: Susan Puff, 1049 Logan Ave., Toronto, ON M4K 3G2 Phone: (416) 423-4373. Fax: (416) 467-7307 E-mail: spuff@home.com.

Vancouver Playhouse International Wine Festival

April 2-8, 2001

Vancouver Convention Centre, Vancouver, BC

Type of Show: Trade & Consumer

Attractions: Wines from Spain, guest speaker Jeremy Watson, 600 wines from 15 countries, winemakers dinner, specialty tastings, educational seminars, brunches, gala and dinner auction, (live and silent), owners, winemakers and senior representatives from specialty selected participating wineries, wine and food pairing experiences.

Attendance: 12,000

Exhibitors: 160

Rates: Without wine donation to auction - \$500 for 10' x 10'; with wine donation to auction - \$300 for 10' x 10'.

Show Producer: Kathy Swangard, 160 West 1st Avenue, Vancouver, BC V5Y 1A4. Phone: (604) 872-6622. Fax: (604) 872-6632 E-mail: winefest@bc.sympatico.ca <http://winefest.bc.sympatico.ca/>.

Official Sponsor(s): Chubb Insurance Company of Canada, Canadian Airlines, MCL Motor Cars (1992) Ltd., The Vancouver Sun, Vancouver Magazine, CHQM-FM (103.5), BCTV, Telus, Populuxe Digital Media, Freybe Sausage, Venice Bakery, Kraft Cheese, Starbucks Coffee and Tea, BC Transit, ICBC and the British Columbia Liquor Distribution Branch, The British Columbia Liquor Distribution Branch, Local Consulates and Trade Commissions, Wine Agents, Winery Associations, YourWineStore.com and numerous other partners who support the Festival each year through in-kind product or service contributions.

Official Service Contractor(s): Vancouver Convention and Exhibition Centre.

Find Us on the World Wide Web:

Visit our headquarter's home page at <http://www.fas.usda.gov> for a complete listing of FAS' worldwide agricultural reporting.

Contact FAS/Ottawa by e-mail: usagr@istar.ca

Related FAS/Ottawa reports:

Report Number	Title of Report	Date
CA9016	Marketing In Canada	2/18/99
CA9141	Food Product Export Opportunities in Western Canada	12/23/99
CA9142	Western Canada Retail Study	12/23/99
CA0001	Eastern Canada Retail Study	1/05/00
CA0004	Bakery Products I: Sweets	1/20/00
CA0006	Bakery Products II: Bread, Rolls, etc.	1/24/00
CA0007	Food Product Export Opportunities in Eastern Canada	1/31/00
CA0022	New England Culinary Institute	2/29/00
CA0030	WUSATA Recruits Grocery Showcase West	3/21/00
CA0032	Agent/Distributor Directory -Eastern Canada	3/21/00
CA0040	Promotional Opportunities Report for Canada	4/3/00
CA0047	Hotel, Restaurant, Institutional Foodservice Sector Report - Eastern Canada	4/19/00
CA0050	Agent/Broker Directory - Western Canada	4/19/00
CA0081	Food Product Export Opportunities in Eastern Canada - Report II	6/20/00
CA0112	Wine & Spirits Promotional Opportunities	8/9/00
CA0113	Food & Beverage Promotional Opportunities	8/9/00
CA0114	Livestock Promotional Opportunities	8/9/00
CA0115	Pet Show Promotional Opportunities	8/9/00
CA0116	Poultry Show Promotional Opportunities	8/9/00
CA0117	Nursery Product Promotional Opportunities	8/9/00

CA0118	Wood Product Promotional Opportunities	8/9/00
--------	--	--------